# Petron, Shell cut gas prices by ₱1 per liter

By Abigail L. Ho

TWO DAYS AFTER TWO NEW OIL FIRMS announced a cut in fuel prices by 50 centavos a liter, refiners Petron Corp. and Pilipinas Shell Petroleum Corp. followed suit, saying they would slash gasoline, diesel and kerosene prices by ₱1 a liter.

The price adjustments of both oil firms took effect at 12:01 a.m. today.

Eastern Petroleum Corp. and Seaoil Philippines Inc., which had both implemented a 50-centavos-a-liter price cut

PETRON/A22

WORLD / A27

**Kim Jong-il's secretary/partner now key player**

ACROSS / A17

**Who's funding campaign to oust Gov. Panlilio? Proponents keep mum**

NEWS/ A2

**25 more Pinoys hijacked in Somalia**

ENTERTAINMENT / G4

**5 top reality show hosts are Emmys' emcees, also nominees**

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS
Friday, September 19, 2008 • Vol. 23 / No. 286 website: www.inquirer.net

## US rescue of AIG: What happened to capitalism?

PARIS—IS THE UNITED STATES no longer the global beacon of unfettered, free-market capitalism?

In extending a last-minute $85-billion lifeline to American International Group (AIG), the troubled insurer, Washington has not only turned away from decades of rhetoric about the virtues of the free market and the dangers of government

US RESCUE/A21



THUMBS DOWN For the third time this week, Philippine shares tumbled. Jittery investors expect more companies to fall in the aftershocks of the US financial turmoil. AP

# World financial firestorm outpaces the firefighters

NEW YORK—MORGAN STANLEY became the next great Wall Street name in peril on Thursday following reports that the US investment bank was involved in talks for its possible purchase by an American or Chinese corporation.

The reports said Morgan Stanley, one of the last two independent US investment banks, was negotiating a merger with another firm.

In London, Halifax Bank of Scotland (HBOS) became the latest victim of the firestorm when British bank Lloyds TSB said it was acquiring this leading British mortgage in an all-share deal worth the equivalent of $21 billion. The bailout came after HBOS stocks plummeted in wild trading on Wednesday.

With the flames of financial crisis outrunning renewed central bank intervention and the US government takeover of insurance titan American Insurance Group (AIG), US media re-

WORLD/A21

# World central banks unite

## ADB head says Asian banks still in danger

THE ASIAN DEVELOPMENT Bank yesterday called for the establishment of an "Asian Financial Stability Dialogue" among finance ministers, central banks and regulators in the region, warning that Asia's lenders remained at risk from the turmoil roiling top banks in the West.

"Even if subprime-related losses have to date been lower than elsewhere, this is no guarantee recent events will not affect major Asian financial institutions," ADB president Haruhiko Kuroda told an audience of bankers, regulators and academics in Manila.

"We still need to assess the spillover from this week's events on our region's financial institutions," he said at the opening speech of a conference on the subprime-mortgage crisis.

Fears of mounting credit losses have fueled panic selling on world stock markets and in a matter of days forced the US banking landscape into its most dramatic transformation since the Great Depression.

The collapse of investment bank Lehman Brothers and the US government's $85-billion bailout of insurer AIG have knocked down Asian banking stocks and prompted central banks to pump billions into strained money markets.

Commercial lenders in the region have seen their shares

ADB SAYS/A20

## $300B thrown into fight against credit crisis




SEVEN Philippine banks have a total of $386-million exposure to the bankrupt Lehman Brothers but which accounts for only 1 percent of the banks' total assets.

FRANKFURT, GERMANY—The world's major central banks banded together on Thursday to inject some $300 billion into global money markets in a bid to stave off the growing global financial crisis.

The US Federal Reserve and the European Central Bank (ECB) joined with the Bank of England, the Bank of Japan and the Swiss National Bank to make more short-term dollar liquidity available to the financial system.

Following the concerted effort by the central banks, European stocks halted three days of losses in early afternoon trading on Thursday. But Asian markets fell. *(Story on this page.)*

Credit markets have tightened since Monday after the weekend collapse of investment house Lehman Brothers Holdings Inc., and central banks already provided billions on Monday and Tuesday in hopes of turning the tide and to keep fearful banks from hoarding cash.

"Today, the Bank of Canada,

WORLD CENTRAL/A21

## 7 RP banks placed $386M in Lehman Brothers

By Doris C. Dumlao

SEVEN BANKS IN THE PHILIPPINES have a total exposure of $386 million to bankrupt US investment banking giant Lehman Brothers but the banking system is widely believed to be in a good position to withstand the world's worst financial shakeout.

Even assuming zero recovery of their exposure to Lehman, the fallout for the seven banks is not expected to exceed 1 percent of their total assets.

Based on Bangko Sentral ng Pilipinas (BSP) estimates obtained by the Inquirer, retail tycoon Henry Sy's Banco de Oro Unibank (BDO) has the biggest total exposure to Lehman at $134 million, followed by state-owned Development Bank of the Philippines (DBP) at $80 million.

Metropolitan Bank and Trust Co. has an exposure of $71 million; Rizal Commercial Banking Corp. (RCBC), $40 million; Standard Chartered Bank (Manila branch), $26 million; Bank of Commerce, $15 million, and United Coconut Planters Bank, $10 million.

As a percentage of total assets, the exposure accounted for as low as 0.5 percent to as high as 1.7 percent on an individual ba-

7 RP BANKS/A20

## Court orders AFP to free 2 UP coeds

By Leila B. Salaverria

DESPITE THE ARMED FORCES' continued denial of involvement, the Court of Appeals has directed it to free two University of the Philippines students and their companion who have been missing since 2006.

It took the testimony of farmer Raymond Manalo to convince the Special Former 11th Division of the appellate court that UP students Sherlyn Cadapan and Karen Empeño and their companion Manuel Merino were in military custody.

In a 33-page decision dated Sept. 17 and written by Justice Jose Mendoza, with Justices Monina Arevalo Zenarosa and Fernanda Villon concurring,

COURT ORDERS/A21

## Gringo wants to end Senate row with 'group hug'




By Gil C. Cabacungan and Edson C. Tandoc Jr.

WITH NO CLOSURE IN SIGHT for Sen. Panfilo Lacson's exposé questioning the P200-million double allocation for the C-5 road expansion project, a fellow senator seeking an end to days of bickering in the chamber made a touchy proposal yesterday.

"Group hug, group hug," said Sen. Gregorio Honasan, who was also Lacson's mistah in the Philippine Military Academy's Class of '71.

"I've met with Senators Loren (Legarda) and Bong (Revilla) and suggested we have a group hug. I said maybe we in the majority can approach the minority senators," the lawmaker also known as "Gringo" told reporters in Filipino.

"When children quarrel, we gather them and just tell them to stop," he said with a grin.

"I'm just not sure if the other senators laughed at me and my suggestion."

Honasan, a former Army colonel who led a series of deadly coup attempts in the 1980s, coupled his proposed "group hug" with something he had applied to the military: Why not hold "a bull session, a gripe session" for the senators before they resume work on Monday?

GRINGO/A22

# Second FrontPage

SUPERLOTTO 6/49
P57,992,515.20

# Troops overrun Moro camp

## Choppers back Army soldiers in Lanao clash

ILIGAN CITY—ARMY SOLDIERS BACKED BY HELIcopter gunships killed an undetermined number of Moro rebels in a clash and seized an abandoned rebel stronghold in the two Lanao provinces yesterday.

BASILAN KIDNAPPING

## *Too many 'cooks' in hostage talks*

ZAMBOANGA CITY—AS FAR AS BASILAN Vice Gov. Al Rashid Sakalahul is concerned, too many cooks may just spoil the broth.




## Somali pirates strike again; 25 Pinoys held

# Lozada to take writ of amparo plea to SC

By Beverly T. Natividad

RODOLFO "JUN" LOZADA, THE WHISTLE-blower on the botched ZTE telecommunications deal, is taking his plea for protection to the Supreme Court after the Court of Appeals rejected his petition for a writ of amparo.

Lozada's petition will become the fifth writ of amparo petition that will be elevated to the Supreme Court along with the petition of Edita Burgos, mother of missing activist Jonas Burgos.

"In its hearing, they may have won this round but they have not won the fight," said Lozada in a press conference yesterday at La Salle-Greenhills.

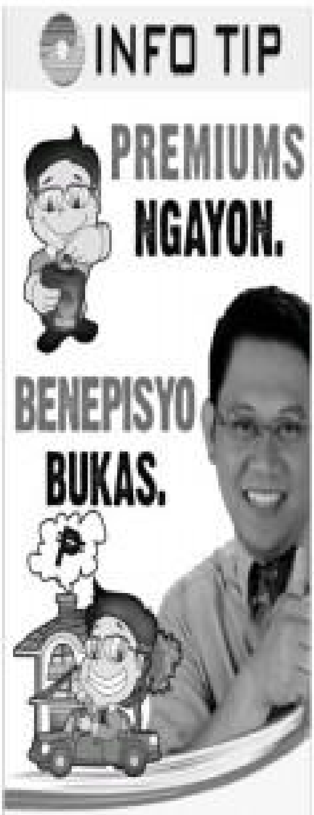
Manila Auxiliary Bishop Broderick Pabillo, one of Lozada's supporters, said in an interview at the sidelines of the press conference yesterday that the whistle-blower's petition will reveal the "real face" of the judiciary's writ of amparo.

He said the decision of the appeals court on Lozada's petition, in effect, puts as much burden on the victims and not on the government and its agents who stand as subjects of complaints.

The writ of amparo was promulgated to overcome the inefficiency of the writ of habeas corpus to address the spate of extrajudicial killings and enforced disappearances.






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# Court orders arrest of alleged dummies of Lehman Brothers

No new issues


LAND BANK OF THE PHILIPPINES

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID



FRANKE



FOOD WASTE DISPOSERS

DEXTERTON


# Ex-solon accused of faking insanity to avoid graft trial

Home service






# More rains in forecast

LIFESTYLE CHECK FLUNKERS

# Ombudsman orders firing of 2 BIR officers

## P24-M assets

## Internal audit

# Immigration officer sacked for trafficking







# Migz warns of Cha-cha moves as Senate roils

By Gil C. Cabacungan Jr.

AN ADMINISTRATION ALLY has warned that a blitz in the House of Representatives could take advantage of the Senate's distraction over the P200-million double entry in the national budget to take a fresh stab at amending the Constitution before 2010.

In an interview on Wednesday, Sen. Juan Miguel "Migz" Zubiri said members of President Macapagal-Arroyo's party, the Kabalikat ng Malayang Pilipino (Kampi), wanted to railroad Charter change in the House without benefit of the nationwide consultations proposed by the ruling Lakas-CMD.

"I believe their game plan is to tackle [the matter] immediately in the House and take up with the Supreme Court the issue of forming a constituent assembly to amend the Constitution. They want to do it before 2010," said Zubiri, a Lakas stalwart.

He said Kampi wanted the high court to resolve whether the House and the Senate should vote jointly or separately in a constituent assembly in drafting the Charter amendments.

The 23-member Senate has naturally opposed a joint vote because it would be overwhelmed by over 200 House members in such an event.

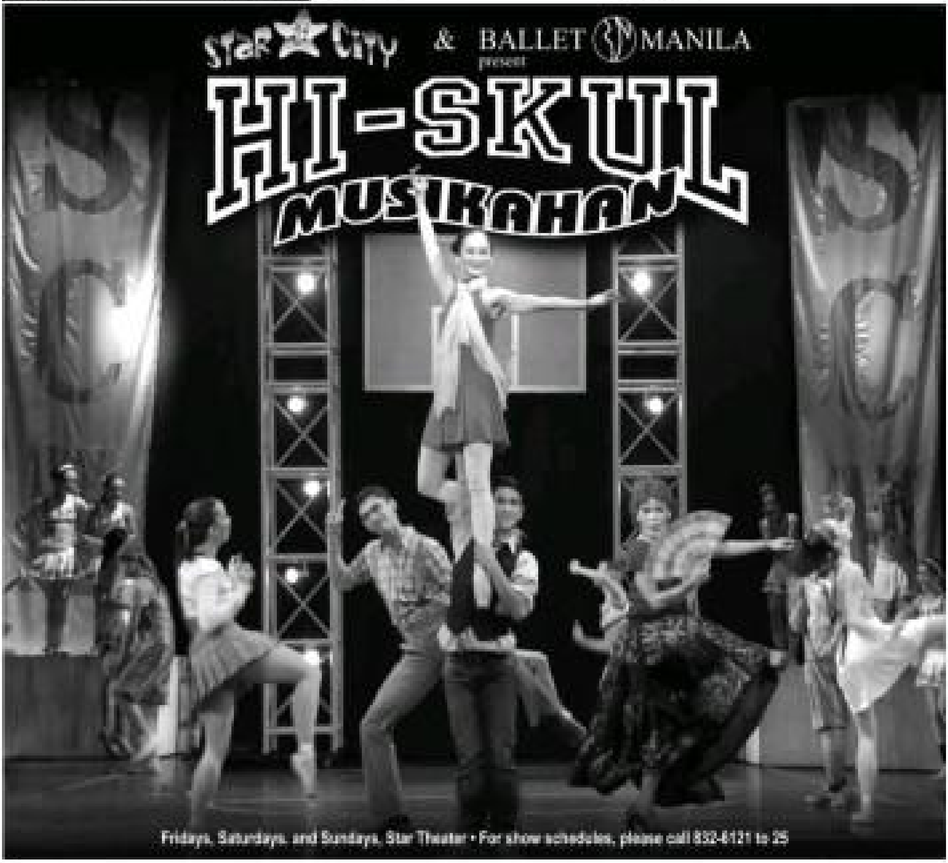
Zubiri said Kampi's proposed current maneuvering was the second part of a failed effort to railroad Charter change in the House in 2007, months before the presidential election.

He said Lakas leaders led by its president, Speaker Prospero Nograles Jr., had stood firm on conducting regional consultations, which, although costly, would ensure that any move to amend the Constitution would have broad support.

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

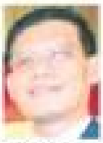
REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF EDUCATION
INVITATION TO APPLY FOR ELIGIBILITY AND TO BID

OFFICE OF THE PRESIDENT
NATIONAL HOUSING AUTHORITY
INVITATION TO APPLY FOR ELIGIBILITY AND TO BID



# GMA appoints career man as new Owwa chief

By Michael Lim Ubac



CADUNGOG

## Air Force studies options on C-130

By Tarra Quismundo


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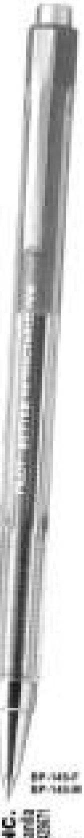
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GOLD 2003
GOLD 2002
GOLD 2001
GOLD 2000
GOLD 1999

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# Handog ng Pangulo

# Balik-Buhay sa Mindanao Program

## Sa TESDA *Gaganda ang Buhay Mo!*



Secretary TITO BOBOY Syjuco, PhD
Director General, TESDA

## PROGRAM DESCRIPTION AND OBJECTIVES

- The current **Complex Emergency Situation in Mindanao** requires the delivery of humanitarian assistance to the **Internally Displaced Population (IDP).**
- The **"TESDA Balik-Buhay sa Mindanao"** shall provide training for self-employment towards income generating opportunities for the **IDP.**
- Basic tools for the recipients shall be given **free** (upon completion of the training program) to enable them to start their income generating activity.

## SCOPE AND COVERAGE

- The **"TESDA Balik-Buhay sa Mindanao Program"** shall be implemented in the NDCC-identified Evacuation Centers (ECs). The training program shall include the following:

**MASSAGE THERAPY**
***Galing Masahista Ako***
(100 Hours)



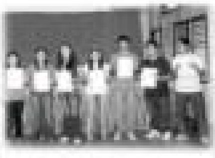
**HAIRDRESSING/ HAIRCUTTING**
***Galing Manggugupit Ako***
(40 Hours)



**SMALL ENGINE MECHANIC**
***Galing Mekaniko Ako***
(100 Hours)







*Balik Buhay sa Mindanao Program trainees from Lanao del Norte*



## HOW TO AVAIL OF THE PROGRAM:

If you are an **IDP** in **NDCC-identified Evacuation Centers** and interested to acquire skills in the identified courses,

**PLEASE CONTACT**

| CONTACT PERSONS | OFFICE / ADDRESS | CONTACT NUMBERS |
|---|---|---|
| DDG Milagros Dawa Hernandez | Office of the Deputy Director General For Sectoral TVET<br>7th Floor, TESDA Admin Building<br>TESDA Complex, Taguig, M.M. | 892-8918 / 810-7878<br>Fax No: 892-8918<br>0917-861-0287<br>mdhernandez@tesda.gov.ph |
| RD Ofelia del Barrio | TESDA X, Jupiter St., Macasandig, Cagayan de Oro City | 088-857-1880 - 08822-725-519<br>0920-916-3240 |
| RD Elmer K. Talavera | TESDA XII, SRDA Compound, Alunan Avenue, Koronadal City, South Cotabato | 083-083-228-8725 - 083-520-0178<br>0920-508-2389<br>tesdaxii@yahoo.com |
| RD Zeus P. Ampuyas | TESDA IX, San Roque Zamboanga City | 062-991-3229 - 0920-918-2798<br>rdzeus@yahoo.com.ph |

## Congratulations!

### TESDA Instructor wins DANGAL NG BAYAN AWARD

**NAIDA G. LASANGRE**, Instructor II, Lupon School of Fisheries (LSF), TESDA Region XI is one of the **Dangal ng Bayan Awardees of the CIVIL SERVICE COMMISSION 2008 Search for Outstanding Public Officials and Employees.**

**Naida's exemplary accomplishments:**

- Hastened development of LSF Fishpond for hands-on training on bangus production
- Increased income of the Bangus Production Project of LSF
- Conducted community-based training for OSY's and Muslim brothers who are now all employed
- Developed complete set of competency-based learning materials for Aquaculture NC II

Her commitment to public interest, responsiveness to the public, professionalism, honesty, sincerity and personal integrity are only some of the traits worthy of emulation! **WE ARE PROUD OF YOU, NAIDA!!!**





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Karachi Ponkan
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₱160
₱125
₱50
₱55
₱25
Cucumber
₱52
₱110
₱140
₱133
₱209
₱16
₱28.50
HOT BUY
Narcissus
Pork Luncheon Meat
₱54
₱27.50
₱28.50
₱70
₱29.95
₱27.50
₱49.10
₱30.25
₱42.25
₱12.20
₱42.25
₱27.50
₱243.60
₱49.10
₱132
₱47
₱24.75
₱13.50
₱23.75
₱15.25
₱179
₱34
₱42.25
₱53
₱21
₱20
Free
₱189.75
₱34.75
₱72
nice nice
₱115.50
₱17.50
Free
Surf
₱101.75
Free
₱214.75
Juicy Cologne
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Supreme Court of the Philippines
*Judicial and Bar Council*
Manila

# ANNOUNCEMENT

The Judicial and Bar Council (JBC) announces that it is still accepting applications or recommendations for the following positions in the Legal Education Board: (1) Representative of the Integrated Bar of the Philippines (IBP); (2) Representative of the Philippine Association of Law Professors (PALP); (3) Representative from the ranks of Active Law Practitioners; and (4) Representative from the Law Students' Sector.

[illegible]

Applications or recommendations for these positions must be submitted NOT LATER THAN 17 October 2008 (Friday) to the JBC Secretariat, [illegible], Supreme Court, Padre Faura St., Manila. [illegible]

[illegible] the JBC will conduct a public interview at the [illegible], New Supreme Court Building, of the following candidates for the three (3) new positions for Associate Justice of the Court of Tax Appeals:

**14 October 2008, TUESDAY**
8:30 a.m. - 12:00 noon
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]

1:00 p.m. - 5:00 p.m.
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

**15 October 2008, WEDNESDAY**
8:30 a.m. - 12:00 noon
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]

1:00 p.m. - 5:00 p.m.
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

**16 October 2008, THURSDAY**
8:30 a.m. - 12:00 noon
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]

1:00 p.m. - 5:00 p.m.
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

**17 October 2008, FRIDAY**
8:30 a.m. - 12:00 noon
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

1:00 p.m. - 5:00 p.m.
1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]

The JBC likewise announces that the following are applicants for judgeship positions in various courts:

REGIONAL TRIAL COURT (RTC) [illegible]

METROPOLITAN TRIAL COURT [illegible]

The public may submit sworn complaint, written report, or opposition against any of the aforesaid applicants not later than [illegible] to the JBC Secretariat.

All applicants for judicial positions must submit ASAP to the JBC [illegible]

19 September 2008.

MA. LUISA D. VILLARAMA
Clerk of Court & JBC
Ex Officio Secretary







# Meager 'intel' funds for watchdog agencies

By Norman Bordadora

SUCH WATCHDOG AGENCIES AS THE Commission on Audit and the Anti-Money Laundering Council will have no share of the P1.3 billion for confidential and intelligence funds under the proposed P1.4-trillion national expenditure program for 2009, according to a briefing paper prepared by the staff of the House minority.

The Office of the Ombudsman—which is mandated to prosecute corrupt government officials—will receive only P3 million in intelligence funds, down from P10 million, the briefing paper notes.

It states as well that the Department of Foreign Affairs, of Health, and of Trade and Industry will likewise receive no share in the intelligence funds.

In contrast, the Office of the President will receive P650 million, the same amount it was given for this year, or "practically half" of the intelligence funds, according to the briefing paper sent by House Minority Leader Ronaldo Zamora to opposition lawmakers.

The funds are used for intelligence and counterintelligence activities, or the gathering of strategic information relating to national security.

## Fund cuts

If the proposed budget for 2009 is approved, the intelligence funds of the Department of Finance, which has jurisdiction over the Bureau of Customs and the Bureau of Internal Revenue, will be cut from P14.5 million in 2008 to P10 million, the briefing paper says.

The Philippine Drug Enforcement Agency will receive P40 million in intelligence funds, down from P45 million in 2008, and the National Intelligence Coordinating Agency, P43.5 million.

The proposed intelligence allocations for the Department of Transportation and Communication and of Environment and Natural Resources are P10.4 million and P10 million, respectively.

The Judiciary and the National Security Council will receive P2 million and P1 million, respectively.

The Departments of Interior and Local Government, of National Defense, and of Justice will also receive the same amounts they were allocated for 2008—P270 million, P131 million and P126 million, respectively.

## Top-4 recipients

The Office of the President and the Interior, Defense and Justice departments are the top four recipients of intelligence funds both for this year and in the proposed budget for 2009.

"Practically half will go to the Office of the President. Meanwhile, other departments that require substantial intelligence funds, like the [finance and environment departments], will have negligible allocations," the briefing paper says.

It says "other agencies that also require some support for intelligence work," such as for price monitoring, auditing, human rights monitoring and investigations, money laundering monitoring, overseas information gathering, especially with regard to the welfare of overseas Filipino workers, and for public health and drug price monitoring "will all get zero," it says.

## ERRATA

We would like to make the following corrections on the one-page manifesto signed by several Bulacan officials published on **September 18, 2008 on page A6**. The signature on top of **Mr. Leonardo Landayan** (fourth column) belongs to **Mr. Ricardo B. Perez**, General Manager of Bocaue Water District. Vice Mayor Oliver Andres is the president of Vice Mayor's League, Bulacan Chapter. Enrique A. Delos Santos, Jr. is a bokal from fourth district of Bulacan. Mr. Teofilo O. Rivera Jr. is the president of Bulacan Chamber of Commerce and Industries. Mr. Santo Ong is the President of Bulacan Commercial and Industrial Association.

# Road users' tax used as bonuses, says solon

A PARTY-LIST LAWmaker yesterday asked Department of Public Works and Highways officials to explain Commission on Audit findings that an attached agency illegally disbursed almost P150 million to employee benefits in 2004 and 2005.

Anak Mindanao Rep. Mujiv Hataman said the DPWH and the Road Board should explain why the board released P145.73 million for employees' benefits in 2004 and declared it as having gone to road maintenance and repair.

The Road Board is the agency tasked to manage road repairs and maintenance with the proceeds of the motor vehicle user's charge or the so-called road users' tax.

Hataman said the board also has to explain the COA finding in 2005 that it illegally used P1.093 million of road users' tax proceeds for bonuses that year. He said the road tax, under the law, should only be used for road maintenance and repair.

The member of the opposition in the House raised the alleged illegal disbursements during the hearing of the House committee on appropriations of the P720-billion budget of the DPWH.

"I expect them to explain this when we discuss their budget in their subcommittee [hearing]," Hataman said.

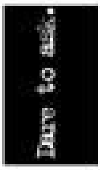
Hataman said during the hearing that the COA findings showed P1.9 billion in illegally released bonuses. He corrected his allegation late yesterday afternoon saying the COA only allowed P1.9 million in bonuses.

DPWH Secretary Hermogenes Ebdane wasn't able to immediately address Hataman's revelation.

The DPWH and the Road Board are expected to submit documents explaining their side before their appropriations are taken up in a subcommittee hearing.

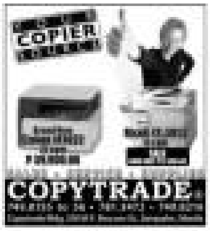
Road Board executive director Dewey Valero said the agency was already preparing their answers to the issues Hataman raised.

Valero only took over as Road Board official only in July. *Norman Bordadora*







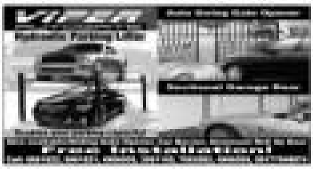

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SAN JUAN DE DIOS EDUCATIONAL FOUNDATION, INC. (HOSPITAL) is now accepting applicants for its accredited Residency Training Programs in **Medicine, Obstetrics-Gynecology, Pediatrics and Surgery.** Application forms are available at the Office of the Medical Director. For further inquiries, please contact Mrs. Cam Manaig at 8319731-36 local 1304 or 1105











## The Daily Gospel

Friday, September 19, 2008

[illegible]

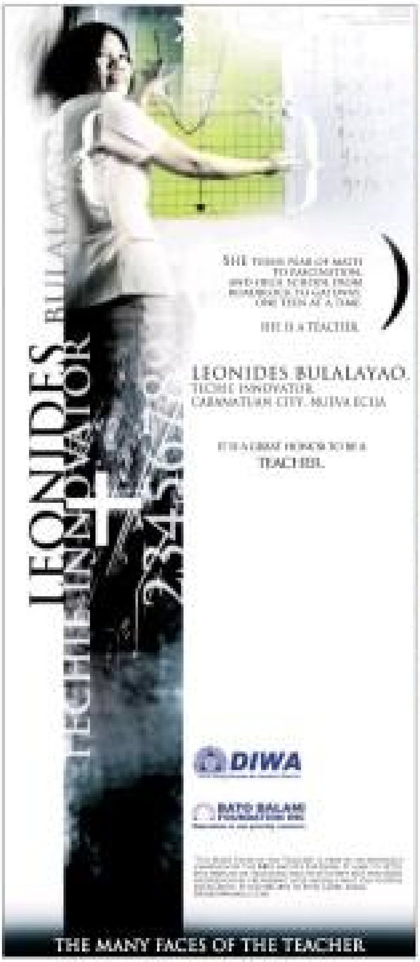







**FLYING VISIT**
*Above, the chopper bearing President Macapagal-Arroyo prepares to land in Dipolog City, Zamboanga del Norte, where she attended the Local Peace and Security Assembly. At left, in the company of (from left) Rep. Abdullah Dimaporo, Gov. Mohammad Khalid Dimaporo and Armed Forces Chief of Staff Gen. Alexander Yano, she looks over the firearms recovered by soldiers in Camp Bilal, Poona Piagapo, Lanao del Norte. At right, the President waves to the people of Zamboanga del Sur who welcomed her as she inspected the concrete upgrade of the Dimataling-Pitogo provincial road. Behind her (in dark glasses) is Press Secretary Jesus Dureza.*








# SC orde… of P20… to heirs…

By Leila B. Salaverria

# Bullets, … on depa…

By Tarra Quismundo




## ers return
## 0-M check
## s of Menzi

## drugs found
## rting Japanese

'JUSTICE IN TAXATION'

# Bishops back move to zap VAT

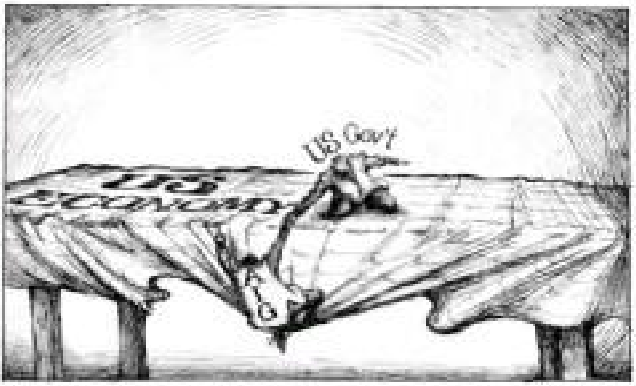


INQUIRER

# OPINION

## Court without appeal

EDITORIAL




## C-5 mystery: Who has the motive?

AS I SEE IT

*Neal H. Cruz*

## In the shoes of Jun Lozada

PASSION FOR REASON

*Raul C. Pangalangan*

# Hollow optimism

ANALYSIS

Amando Doronila



# Human resources

PINOY KASI

Michael L. Tan



12 years

# An invitation hard to refuse

COMMENTARY

John J. Carroll, S.J.

# Amorsolo in America

LOOKING BACK

Ambeth R. Ocampo



# Decision on Vidal 'hypocritical'

# Urban poor group doesn't coddle land syndicates

# How do we fix things that are wrong in this country?

LETTERS

# 'Nakakahiyang' Kapampangans

# Bill to change 'unpalatable status quo'

# DepEd teachers ignorant of our history


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Across the NATION

# Panlilio foes keep financiers secret

By Tonette Orejas
Inquirer Central Luzon

CITY OF SAN FERNANDO—Proponents of a campaign to unseat Catholic priest Eddie Panlilio as governor of Pampanga continued to keep mum on the sources of funds that are oiling their campaign, except to say that the money isn't from suspected "jueteng" lord Rodolfo "Bong" Pineda.




## The issues

## Graft ignorance

## Panaotong's case

## Poor governance

## Obstruction

## Who's funding recall?

TRAVEL WHEELCHAIR

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# Church taps schools in drive vs RH bill




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## NEWSBRIEFS

■ COTABATO CITY

### 88 inmates found with TB

■ LUCENA CITY

### 3 drug suspects held in Los Baños

■ CAVITE

### Woman stabbed dead in house

■ SORSOGON CITY

### Sorsogon's 10th most wanted falls

■ BAGUIO CITY

### PMA to let more women in



**PEACEFUL PLACE**
Workers apply finishing touches to a newly built mosque in Talayan, Maguindanao, to prepare it for the end of Ramadan. Muslims are preparing for the feast despite the ongoing war between government soldiers and separatist Moro guerrillas.

## Another bus firm getting threats from extortion gang

## Negros execs embrace move to create federal state

By Carla P. Gomez
Inquirer Visayas

### Mayors' backing

### 11 federal states

# Town with no road can't use GMA's ₱54-M bridge

By Vicente Labro
Inquirer Visayas

### GMA promise

### Baffling



# ADB says Asian banks still at risk

From page B1

[illegible]

### Cause for concern

[illegible]

### Beginning or end?

[illegible]

### $17-B for money markets

[illegible]




FINANCIAL expert David Fernandez (left) of JP Morgan speaks during a forum on the current international turmoil in the financial markets at the Asian Development Bank on Thursday. Listening to him from left are Chee Tong Lee, IMF Asia-Pacific regional director; Yoon Je Cho of Sogang University in South Korea, and ex-IMF official Charles Adams of the National University Singapore. AP

# Turmoil signal end of 'Reagan revolution'

THE TURMOIL AFFECTING THE US financial system is a sign the "Reagan revolution"—the belief that less government was better for the economy—is over, a senior academic told journalists in Manila on Thursday.

[illegible]

Reuters

# Petron, Shell cut gas prices by P1 per liter

From page B1

[illegible]

### International prices drop

[illegible]

### Crude short-term safe haven

[illegible]

### Attacks in Nigeria

[illegible]

### US crude stocks fall

[illegible]


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| P1,088 | P888 | [illegible] |
| P1,188 | P988 | [illegible] |
| P1,388 | P1,188 | [illegible] |
| P1,548 | P1,348 | [illegible] |
| P1,988 | P1,788 | [illegible] |
| P2,388 | P2,188 | [illegible] |
| P2,588 | P2,388 | [illegible] |

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# World central banks unite

Gains in Europe

Eurosystem

Infusions in financial system

DBP





# 7 RP banks placed $386M in Lehman

No cause for concern

Asian emerging markets

Continuing turbulence

Limited damage

# US rescue of AIG: What happened to capitalism?



"TOTAL COLLAPSE OF CAPITALISM"

Market economy

Nationalization of US economy

Socialism for the rich

Takeover necessary



FOR THE SECOND straight day, hundreds of policyholders line up at the entrance of the American International Assurance Company Ltd. in Singapore. The AIA is the Singapore branch of the iconic insurance giant American International Group which had to be bailed out by the US government to prevent its collapse.

# World firestorm outpaces firefighters

### Survival doubted

### Short-selling

### Fears of a rout

### Gold, oil, T-bills



# Gov't union asks: Are SSS, GSIS funds safe?



HONASAN



LACSON



VILLAR



MADRIGAL

# Gringo wants to end Senate row with 'group hug'





# Court orders AFP to free 2 UP coeds

WHAT WENT BEFORE

# More budget insertions bared

## Pia Cayetano comes forward with admission

[illegible]

### Transparency

[illegible]

### Enrile's challenge

[illegible]

### For publication

[illegible]



BISHOPS AGAINST VAT

[illegible]



A plus METRO

DID YOU KNOW

# Child abuse suspect killed by cop escort

## Lawman says shooting was accidental

A 23-YEAR-OLD SUSPECT IN A CHILD ABUSE case was killed when he allegedly tried to grab the service firearm of his police escort early yesterday morning in Manila.

## *Life terms for 3 abductors of Taiwan traders*





sun PRESTIGE capital+

Sun Life Financial

# 9 Makati policemen suspected of extortion reassigned

# Old woman found dead in bedroom in Quezon City

# Alleged release of toxic waste into river probed



MUNTINLUPA CITY'S PRIDE

## MetroBriefs

### 4 hurt in Pasay hardware store fire

### Black and blue over 2 ducks

### MMDA won't help in cops' demolition project

### UST College of Commerce marks diamond year

Government Service Insurance System

Invitation to Apply for Eligibility and to Bid

PHYSICAL RESOURCES DISPOSAL COMMITTEE

INVITATION TO SUBMIT OFFERS

Government Service Insurance System

Invitation to Apply for Eligibility and to Bid

# The WORLD

# Anwar demands special session of Parliament

## Insists he has gotten enough support to unseat Abdullah

**Course of action**

**All-time low**

**Pledges of loyalty**



**ATTACK ON US EMBASSY**

# China cracks down on milk suppliers; 12 more nabbed

## WorldBriefs

**No free drinks**

**Jail for ex-citizen**

**Oldest birthday man**



**JUDGES IN SCUFFLE**

# 7 GIs die in Iraq chopper crash

# 16 killed in bus accident in India

# Kim's consort: a key player in Nokor?



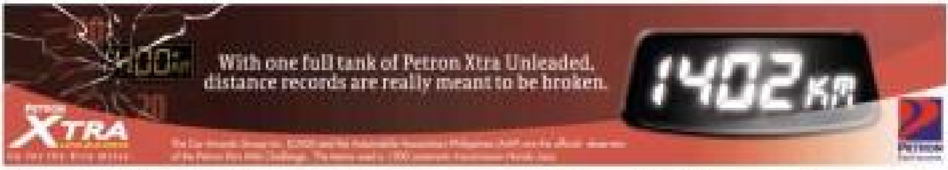

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WHAT'S INSIDE
■ Americans leaning on fans to influence Ryder Cup tie
/A31



# SPORTS




## Blue Eagles slight picks in Finals showdown

# Red Lions, hot Bombers go for the jugular today



WILL the real Sam Ekwe (right) show up against the Cardinals today?



# Villamayor stuns top seed, catches So

# Intact SLR confident of title bid

# Duran picks Pacquiao, Hearns chooses Hoya





## Blue Eagles. . .

## Danny I out for 3 months; Beermen all set

## Taino out as RP Cuppers collide with Kazakhs



### SPORTSWATCH

### Yap captures PCAP crown

### Pasay 4-stag derby today

COMMENTARY

## The trump card for De La Hoya-Pacquiao



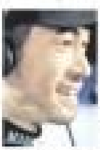
# Cam Sur archers right on target

# Americans leaning on fans to influence Ryder Cup tie

**Turning point**

*Reuters*

# Suzuki ties century-old hit standard



SUZUKI

*Reuters*



# Dementieva reaches q'finals

*Reuters*

# Rodriguez clips Sosa record, equals Ruth's

*Reuters*



# Arenas undergoes third knee surgery

*Reuters*



# SPORTS

# Juvic, Tony a shot off the pace


PAGUNSAN


LASCUÑA


'THE PHILIPPINES' Marc Pucay (left) and Angelo Que wait for their turn to putt out on No. 18.


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Putter/ Wedge: P3,000 — P5,000 — P5,000 — P4,000 — P3,000 — P3,000

Pkg Set/ Bags: Assorted Tour Staff P5,000/ P8,000 — P6,500 — P7,000 — P8,000 — P6,000 — P3,500

Ball/ Apparel: Assorted Men's Ladies' P2,000 — MAXFLI 1 For P450 — MAXFLI 1 For P450 — Assorted Golf Shoes P1,400 — Assorted Golf Dry 2 For P800 — 3 For P1,800


# Pucay, Que in tie for fourth

# Lady Stags claim 4th straight NCAA volley title

# BUSINESS

# Stocks resume slide; peso rises to 46.96:$1

## Local market capitalization down 12.5% in 4 days

By Elizabeth Sanchez-Lazaro and Doris C. Dumlao

LOCAL STOCKS PLUNGED TO THEIR LOWEST IN nearly two and a half months as the bloodbath in Wall Street continued to scare investors around the globe.

The selling rampage since the collapse of investment banking giant Lehman Brothers on Monday has eroded the Philippine market's capitalization—or the value of all companies based on current prices—by 12.5 percent to P5.7 trillion yester-

STOCKS B3

CURRENCIES

IN THIS ISSUE

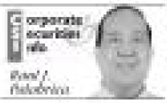
- P53-B VAT take went to infra, social projects /B2

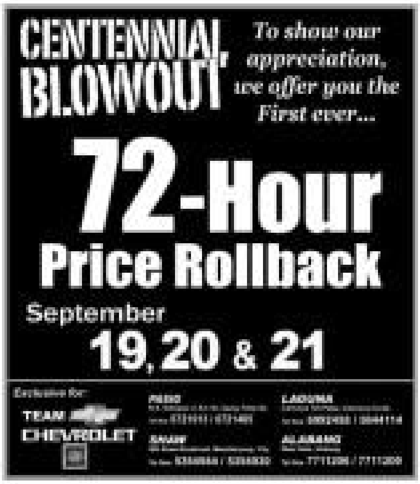



# ₱53-B VAT take went to infra, social projects

## Roads, bridges construction got biggest shares

# Reaction to US meltdown




## Re: PSE Sanction

By: Golden Tower Securities & Holdings, Inc.

# Aboitiz Power unit secures $100-M IFC loan for Ambuklao rehab

Republic of the Philippines
City of Iligan

## NOTICE OF RESALE

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|---|---|---|---|---|---|---|---|---|---|

# Globe drops credit-rating agreement with Moody's

## Telco has no more outstanding bonds abroad

# HK Securities owner commits $1.15-M infusion

# Stocks resume slide . . .




PRULINK

PRU LIFE UK



# BUSINESS

## Trade deficit seen to surge to $13.2B this year

### 4% export growth, 12% rise in import bill expected



E-mail: business@inquirer.com.ph
Website: www.inquirer.net/business

Business Features Editor Margie Quimpo-Espino

# BUSINESS *Friday*

# Key is to make branding efficient




By Karen V. dela Cruz

MANY MOONS AGO, branding simply meant creating a good product or service name, developing an attractive logo, providing extensive distribution and spending huge amounts of money in advertising to address a general market. Never mind if the product or service did not suit certain segments of the market.

Today and more than ever, the cost of money has become more expensive, consumption is splintering, markets are fragmented and consumers have become more discriminating. Thus, practicing greater efficiency in branding is one of the more important accountabilities of a marketing person.

In an era of post-modernization and globalization, money is no longer limitless and wantonly spent when world markets take a dip, competition is tougher and industry players emphasize business efficiency to bring down costs for consumers. Here are five ways to make branding more efficient.

## Clearly define your target market

Forget about targeting a general or universal market. Focusing on a clearly defined market and catering to the needs, wants and whims of this market is more practical. The failure of most businesses however, is the vacuum between the target market on paper and the capability to deliver the product or service that suits the target's needs.

Businesses must take a long and hard look at their own capability. If the target market does not match the brand's present deliverable, the choice is to reposition or turn around one's present capability to match the needs and expectations of a targeted market.

## Pamper your loyal customers

Most brands spend much of their resources and time focusing on the recruitment of new customers, failing to make their longtime customers feel truly valued. In truth, many longtime customers, specially service customers, simply suffer from buying inertia, where buying or subscribing to a specific brand is borne out of habit and the lack of time to actively look for a replacement brand.

Picture a scenario then when these longtime customers awaken from their slumber and suddenly realize how they have been taken for granted by their original brand. After all, it is six times more expensive to look for new clients versus pampering longtime good customers.

## Use media that is certain to reach more of your market

Media has become too fragmented that the choices are overwhelming for brand owners. Nonetheless, most brand owners simply look at the bottom line expense failing to note that while certain media are inexpensive, the reach is also far too low.

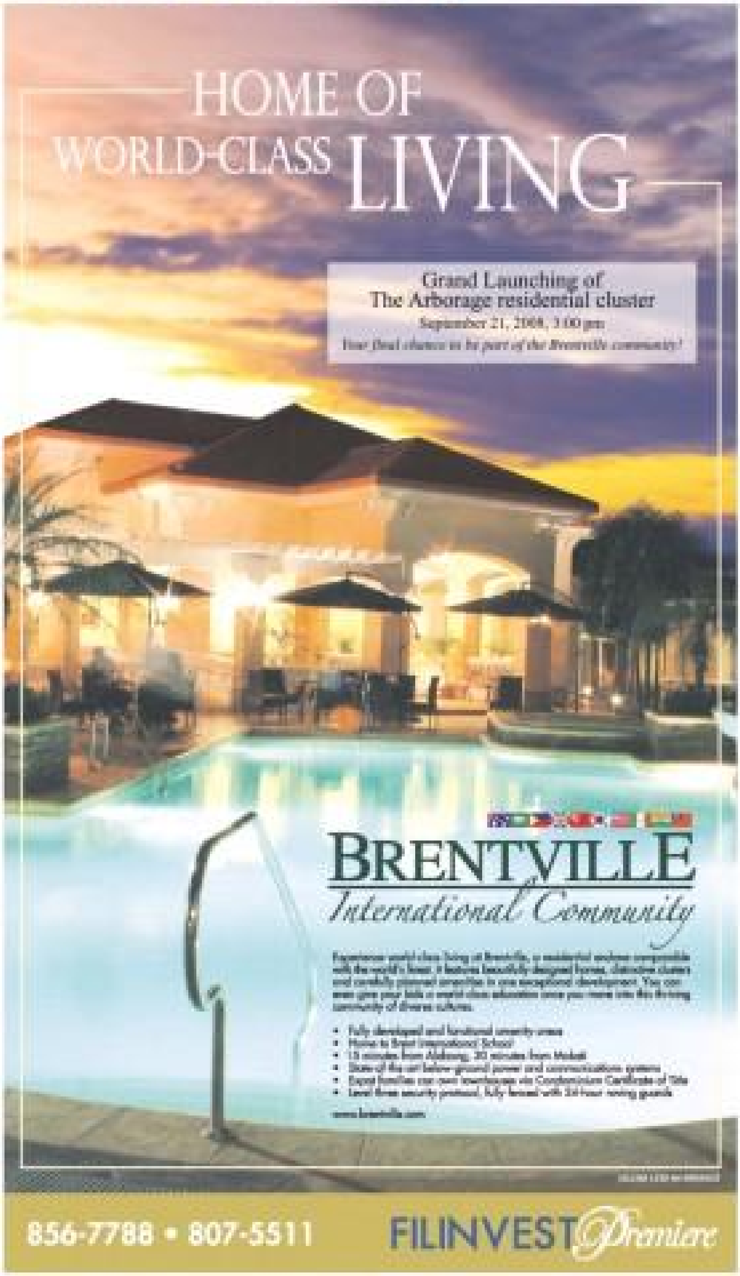
Brand owners must assess the objectives behind the use of each medium. Is the medium meant to trigger awareness among a target market, where pervasive brand awareness is lacking? Or is the medium meant to deepen the connection and experience about the brand to complement initial brand awareness?

Most brand owners are led to believe that any kind of awareness is better than no awareness at all. This has to be qualified. So as to avoid wastage, the awareness level must measure up to a certain quality to assure brand owners a return for their investment.

Quality use of media means three things. One, a suitable number of the target segment must be reached based on the brand objective. Two, the use of the media complements the image and message the brand wishes to communicate. Three, the targeted market must be exposed to the message more than once over the campaign period.

It is practical for brand owners to hold back a while in a situation where there is far too restricted budgets or absence of ample

NEXT PAGE



# People, Events & Products

## Citi Phils. bags three Visa awards

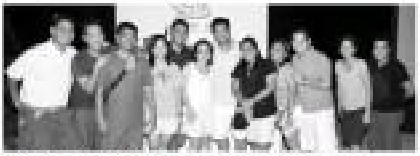




### PLDT FORGES TIES WITH CHINA BANKING CORP.



### PHAREX TIES UP WITH GMA KAPUSO FOUNDATION FOR MEDICAL MISSION



### DISCOVERY SHORES BORACAY HOLDS 'DISCOVERY FUN 2008'



### MANILA DOCTORS HOSPITAL PARTNERS WITH NOVARTIS



### High definition TV makes its way to the Philippines

## Most kids watch TV with their mothers

## Bits & Clips

### Intel cited for innovative corporate communications tool

### Polyurethane panel forming plant inaugurated

### The 'superfruit' arrives in town



# Success a mix of luck, hard work, passion



MICS CONDUCTS free cooking demonstrations that encourage aspiring entrepreneurs to start their own native delicacy business.



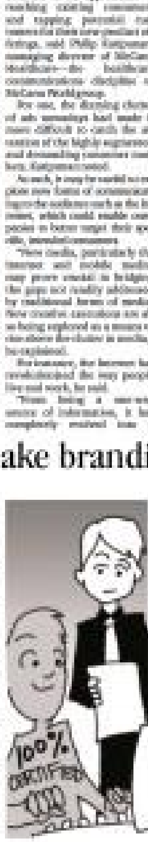
TONY'S flair for marketing and Mel's culinary passion became the pillars for MICS Commodities' success.

# Healthcare firms need creativity to tap consumers



PHILIP Kalipunan

# Key is to make branding efficient






# BUSINESS *Friday*

## 'Should we advertise low prices? How should we advertise pricing?'

MARKETING Rx

*Dr. Ned Roberto & Ardy Roberto*




## *Krispy Kreme hits the sweet spot in doughnuts*

BUSINESS Friday

# The Blog: Good or bad media?

From a harmless medium, the Blog is slowly becoming dreaded






# Facing the financial challenges of theater life

## 'Arts marketing is a different animal'

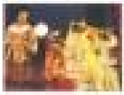
By Margie Quimpo-Espino

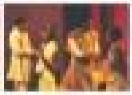
WHO WE ARE

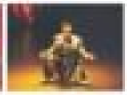


RECENT PERFORMANCES

CURRICULUM-BASED SHOWS







THEATER Down South was envisioned to become a community theater in the southern part of Manila.



OLD RUSTAN'S facade

# A tale of two cities: Firm built to last

By Frances J. Yu
Contributor

### Gold standard

### Consolidation

### Shopping convenience

### Preserving legacy

# Rapid investment blamed for China's infant milk scandal

By Lucy Hornby



A CHINESE mother with her baby under treatment at a hospital in Wuhan, central China's Hubei province

### Cut corners

### Complicated

### Particular problem

Reuters

# The Blog: Good or bad media?

[illegible]



THE 2008 Cannes winner [illegible]

[illegible]

# Kia Continues to Wow Market with Trade-Up Deals

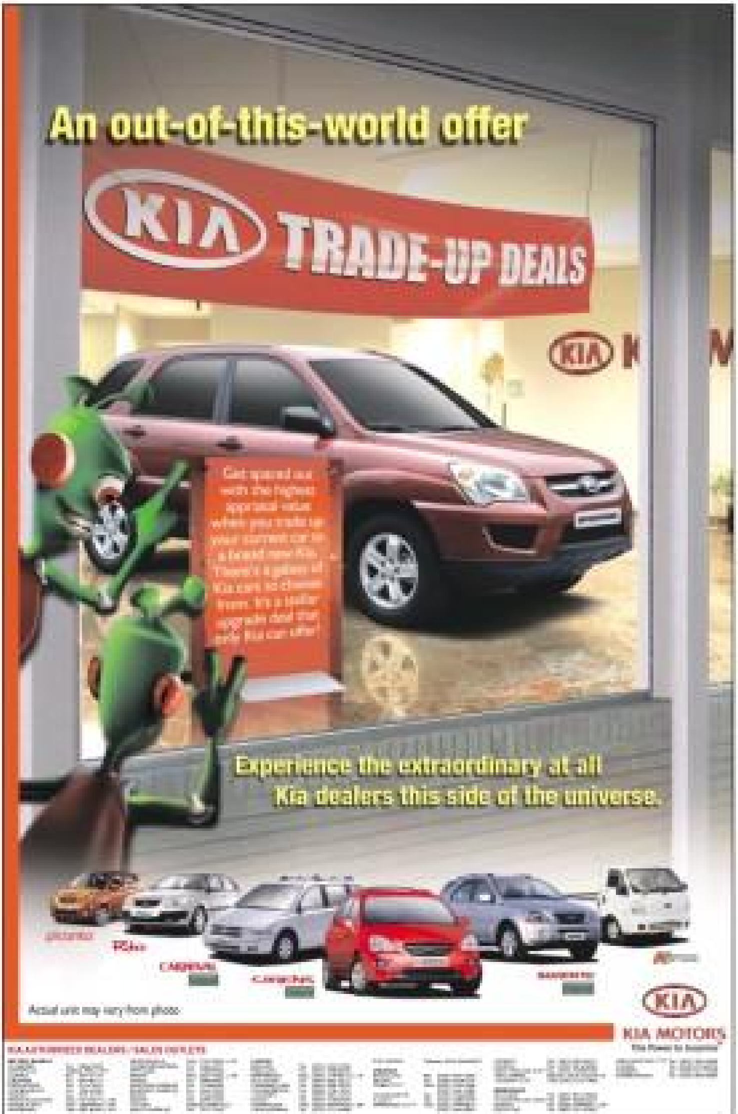
Tired of your gas guzzler? Bring it in at any authorized Kia dealership nationwide and receive the highest appraisal value towards your purchase of any of Kia's fuel-efficient and stylish models.

Kia continues to wow the market with its Trade – Up Program that allows a car owner of any brand and model to switch up to a brand new Kia Picanto, Rio, Sportage, Sorento, Carens, Carnival or K2700. With over 30 authorized dealerships nationwide, the program makes it so much easier to drive home and enjoy Kia on and off-road.

The Trade – Up Program has helped sustain Kia's phenomenal growth this year posting record sales of up to 75% from 2007. The continued success of the program also reflects the market's growing confidence in the brand. Consumers who are now more quality and price conscious in their car purchases, have begun to notice Kia as the best value for money. "The increasing sales of all our models across all categories is a result of the market's demand for economical vehicles to fulfill their needs while being easy to own and maintain," says Mr. Felix I. Mabilog, Jr., CAC Chief Operating Officer. According to Mabilog, the marked increase in Kia vehicle sales also shows that the market has recognized how far the brand has gone to improve the design, quality and performance of its products.

Kia now also boasts of a bigger and more accessible dealer network. "The recent addition of more showrooms and service centers around Metro Manila and other provinces just shows how committed both Kia is to provide the best buying and service experience to our patrons," explains Mabilog. With a total of 34 Kia dealerships providing highly competitive deals and quality after-sales service in the market today, owning a Kia has never been easier.

Test Drive and experience the best offerings only the country's fastest growing car-brand can give at your nearest Kia dealership now! Visit www.kia.com.ph for more details.






With higher expectations, we are eager to work harder three times over.

MindShare

LIFESTYLE Fashion & Beauty
Editor: Thelma Sioson San Juan






# That Palin style

### Those rimless glasses are a hit, and items she inspired are now on eBay

SARAH PALIN'S STYLE is more Patagonia than Prada, according to Women's Wear Daily.

## eBay sales

*Women's Wear Daily and CNN*



TREND-SPOTTING AT NEW YORK FASHION WEEK'

# 'Mary Poppins goes to Dubai'

**Marc Jacobs sticks to New York 'secretary or teacher' look—skirts are pencil-thin but long**




MARC Jacobs

BETSEY Johnson

CAROLINA Herrera

### Herrera's persistence with black

### Corset




MONIQUE Lhuillier

### Rodriguez's banding

### Wang's sheer, billowy

### Rowley's clean geometry

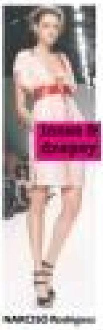
### Johnson's Neverland theme

### Halston's too retro

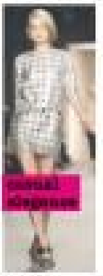
### Derek Lam




VERA Wang




NARCISO Rodriguez




DEREK Lam

AFP, AP





**Maximalism**
As a reaction to last season's minimalist aesthetics, designers went the opposite direction and showed a visually interesting mix of patterns, textures, colors and points of reference. Take Marc Jacobs' mash-up of merry multi-layers that evoked not just Mary Poppins but Anna in "The King and I" as well.

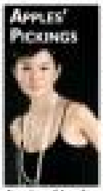


**One-sided**
Asymmetric necklines went front and center during the Spring runway shows. Dresses, tops and jumpers featured this subtly sexy cut—a more elegant way to show a bit of skin.




# Know thy trendy self

## Always inject your personality and humor into whatever getup you decide to wear


APPLES' PICKINGS
Apples Aberin-Sadhwani

THE "BER" MONTHS have barely set in, but designers and brands around the globe are already showing Spring 2009 ready-to-wear trends. You've yet to enjoy this season's rainy and perplexed dreams in fast-forward philosophy where, just like that, another set of trends are presented and embraced by the fashionable set.

It can be difficult, not to mention costly, to keep up with all these. But one way to filter and edit the good from the bad—which can be quite subjective, really—is by knowing and developing your own personal style. This way, you'll know which trends to adapt to suit your personality, body type and lifestyle.

You need not copy a look from head to toe. Simply pick pieces that you can incorporate with a basic wardrobe. 'Sections' of Marc Jacobs' stylized prairie skirts, for example, can be worn with a simple tank to tone down the over-the-top runway look. Or take an up-to-the-minute checkered shirt and match with ordinary denims.

Never take fashion too literally, and always inject your personality and humor into whatever getup you decide to wear. Ultimately, fashion should make you feel good about yourself.

Here's a sneak peek into 2009's Spring trends. Pick your favorites, and have fun while you're at it, and watch out for more trends in the coming weeks.

*E-mail the author at aforb...@inquirer.com.ph*



**Check it out**
The most popular pattern for spring: checks or checkered prints. Wear them sparingly (as a scarf or skirt), the same gig, is a more traditional way (a checked polo matched with denims for a Wild West kind of look), or head to foot if you're brave enough.



**Go goth**
It's the new grunge! A dark kind of glamour pervaded the runways as models with kohl-rimmed eyes donned black, edgy getups. Although the trend started last season, it's still going strong. Siouxsie and the Banshees, anyone?



**The not-so-basic black dress**
Black dresses come in all shapes and styles for spring. Go short and sweet with a simple shift, all out glam in a Grecian column gown, or girly and romantic in a frilly number.



# Hot! Haute! Hot!



**Just got in:** Gucci Jewelry Chiodo Collection's new and fabulous ad.

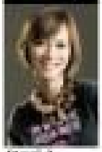
**Spotted:** Claire Danes striking a pose for the Gucci Jewelry Chiodo Collection.

**Hot:** Claire Danes' sun-kissed skintone and strawberry-red hair.

**Love it:** Chiodo Collection's modern design, pyramid bracelets, rings and necklaces.

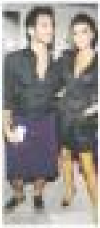
**Insider tip:** Gucci Jewelry Chiodo Collection should be the latest addition to the jewelry box of the modern woman who loves to look sexy yet sophisticated.

Mabuhay!



Jewel J. Eppersen





**Just got in:** Marc Jacobs wears a skirt and "mandals."

**Spotted:** Marc Jacobs in a skirt with gladiator sandals during the Marc Jacobs S/S 2009 Spring Fashion show and during Jennifer Hudson's album launch.

**Hot:** At the Marc by Marc Jacobs show, he took his bow in a plaid kilt-like garment by Comme des Garçons.

**Love it:** Some "man skirts" come in "skorts" too, which are more comfortable to wear.

**Insider tip:** Now, men can wear skirts, too!

E-mail [illegible]@inquirer.com.ph



**Just got in:** Luxury footwear [illegible].

**Spotted:** [illegible]

**Hot:** Its sleek and geometric shapes are inspired by [illegible].

**You know you love it:** Luxury footwear with a [illegible] look.

**Insider tip:** If you want the ultimate luxury experience, shop for [illegible] S/S 2009 Collection at the [illegible] on October 3-6.

# Cool clutches and show-off shoes

FASHION picks



T-STRAP spectators OXFORDS GLADIATOR heels

Update your wardrobe with the use of oversized clutch bags that are high on the fashion radar. Instead of the usual tote or shoulder bag, carry these chic alternatives during the day or for a night out in the town. And while you're at it, forego basic pumps for footwear that can raise your style quotient. Go for edgy high-heel gladiators for a sexy look. Or take inspiration from the male of the species by choosing heeled oxfords or spectator shoes. Bags and shoes available at Aldo.



MOCK croc clutch



BRONZE clutch



PURPLE patent clutch






LifeStyle Fashion & Beauty

# Brumann and National Artist Luz collaborate on jewelry collection



BRUMANN'S jewelry sports the familiar graphic and linear sensations of Arturo Luz's paintings.

NATIONAL ARTIST ARTURO LUZ and foremost jeweler Hans Brumann, on a rare chance, collaborate in a gold jewelry exhibit.



INTRODUCING THE CALIBRO 303















# Rustan's opens space for the fashion set

Emilio Pucci, Diane von Furstenberg lines in fashion show launch

### Easy glamour

### Comfy chic

### Luxe looks



A.B.S. by Allen Schwartz



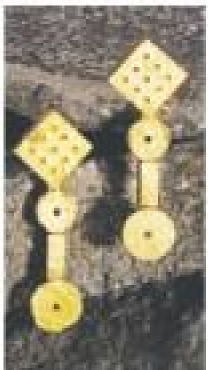




# Brumann and National . . .





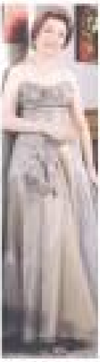


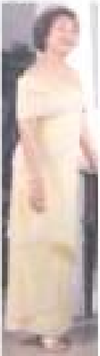
# Malu Veloso marks 47th year with fashion show

MALU VELOSO, STILL ONE OF the Philippines' foremost bridal designers, will be celebrating her 47th year in the fashion industry.



ANABEL Adriano in a Malu Veloso gown











# Get Ready! THE GREAT 3-DAY SALE

## SM City Taytay

## SM City Lucena

## SM City Iloilo

## Shop and Win

# What a family day

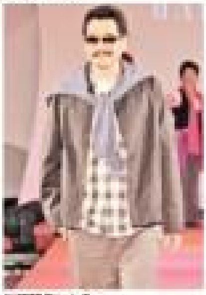
IT WAS A FAMILY DAY LIKE NO OTHER AT TRINOMA, Ayala's premiere mall in Quezon City, when prominent Chinese-Filipino families, from the lolo to the apo, walked the runway.

They donned leading brands found at Trinoma in a weekend afternoon fashion show directed by Jackie Aquino. Asian Dragon magazine publisher Olivia Limpe-Aw put together the show and invited the guest models.

It was an afternoon of fun, style, and for those stepping down the ramp for the first time—a day of living adventurously!



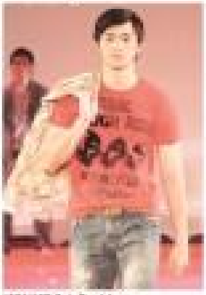
BENJAMIN Yuo in Kenneth Cole with Charriol accessories



AUBREY Ching in Gap



DR. SEVERINO Tuckosthong and Lolit Ching in Bugatte



LEONARD Co in Tough Jeans



GIANNA Perdido in Calvin Klein Jeans



JILL Lua in Chocolate



PATRICK Tan with Charriol accessories



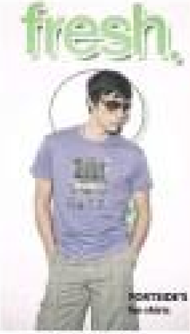

## Wear your wit

PORTSIDE KNITS, an exclusive brand of Robinsons Department Store, has shirts with trendy character designs, graphic motifs and funny phrases for the young, hip and energetic men.

Aside from eye-grabbing logos and witty statement shirts, there are also vintage-inspired tees with designs ranging from old comic book characters to classic TV show logos. The Smurfs and Dennis, The Menace, Bob Marley and Charlie Chaplin are all on these shirts.

They go with bermuda shorts, sneakers or flip-flops.

Link up with www.robinsons-department.com.




PORTSIDE'S fun shirts




THE TEE'S hip graphics

LIFESTYLE Fashion & Beauty

Rockwell Tent
October 30 & 31, 2008




# Trends in cosmetic surgery

## Expert says yes to 'gentler' lipo, and no to laser

IN THE PAST 20 YEARS, THE 300 percent increase in the number of patients having aesthetic surgery procedures has spurred medical centers to establish an entire department devoted to improving people's appearances.

[illegible]





**ANDREA** del Rosario and Ari Sison



**CONSTANT** treasures, Krystal Lee and Julien Trijol



**PRETTY** as a photo, Pinit Rosales and Jet Jason



**BEAUTIFUL** duo, Sheilee Ocampo and Judy Gutierrez



**HOT** hunks with Nuvo's hot hostesses for the event: David Dinnis, Lisa Tan, Pina Ribano and Benjamin Pierce

# Married men on a night-put at Nuvo

## WITHOUT BATTING AN EYELASH

*Maurice Arcache*



Photos by Alex Van Hagen using [illegible] Photo Solutions

WHEN NUVO OPENED SEVERAL years back, it had a très upscale market, dahlings. You could enjoy the ultimate dining experience there. All that is still there, pakangga, as Nuvo just celebrated its sixth anniversary.

A bowling crowd couldn't stop friendly lovers from celebrating. The [illegible] tandem of Lisa Tan and Pina Ribano, and the King of the Nightlife, Louie Ysmael, welcomed our [illegible] [illegible] public, who dug into Nuvo's excellent French Mediterranean-inspired cuisine and drinks as endless flow of booze.

The secret to Nuvo's longevity is its ability to keep up with times, like its [illegible] Mezzanine, a classy lounge on the second floor where smoking is allowed.

As our pakangga, ABC's Rupert Lingayen guest-deejayed. Pole Fitness Philippines had jaws dropping for their pole-dancing skills. Judy Gutierrez knocked the socks off the crowd.

Yes, pakangga, Nuvo will be around for many more years, providing the ultimate dining experience, great sounds and total fun!

No wonder our [illegible] loads of married men on a nightout. Maybe they forgot to tell, or bring along, their wives. Oh la la!

### New tower

Globe Asiatique (GA) has expanded through its second high-rise condominium project—the GA Tower II, which features 600 residential units and 48 penthouse suites, all fully finished.

Those interested can have the choice of a unit on a three-bedroom unit, depending on their lifestyle.

Vice president for sales and marketing, Delfin Lee said: "GA Tower II is easily accessible and very convenient. In the heart of Edsa, Mandaluyong City, near the Boni MRT Station. This is your second chance to experience comfortable, high-rise living."

During the inauguration, guests rubbed elbows with brothers and the first three owners were presented symbolically with the keys to their units.

The highlight was the turnover of a check amounting to an amazing P800 million from Pag-ibig president Romeo E.S. Quisado to HGDC president Lorenzo S. Tan, "representing the full payment of the HGDC Development Loan through Pag-ibig's Medium High-Rise Condominium Building (MHRB) Program."

In the end, chairman GA president Delfin Lee said: "Today showcases how goals can be reached through the partnership of the public and private sectors."

Globe Asiatique definitely continues to tally the lifestyle of Filipino families, pakangga.

More info? Do call 9278888 or visit www.gaslifestyle.com.

### Fubu gig

That hip popular hip apparel for young men on the move, Fubu, is calling on all male teen dance groups in the country to join the Fubu Hip-Hop Dance Challenge and get a crack at the awesome P300,000 grand prize in cash and gift certificates, aside from becoming the brand's official endorsers.

The nationwide unveiling competition got on a roll at a fantastic gig in one of the metro's top party places, Prince of Jaipur at The Fort, dahlings.

During the party, internationally acclaimed hip-hop dance group, Stunts, showed off its cool and [illegible] package as a sample of what Fubu expected from the teams that will compete in the Hip-Hop Dance Challenge. And believe me, pakangga, that's a hard act to match.

The highlight of the bash was the fashion presentation featuring the latest trendy casual wear collection from Fubu, modeled by basketball players and bands from different schools, which received loud applause from the fun-pack invitees, pakangga.

Any male teen dance group, with a minimum of six and a maximum of 12 members, may join.

Qualifying rounds will be conducted in Baguio, Cebu, Iloilo, San Fernando (Pampanga) and Metro Manila, with the finals set for December in Manila. The grand prize winner will get P200,000 cash and P100,000 worth of Fubu gift certificates.

For rules and more info, pakangga, check out www.fubuphilippines.multiply.com.

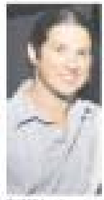
"The trendy brand is now on its seventh year here in the Philippines and its loyal fans, especially those from the hip-hop generation, continue to grow by leaps and bounds, an indication that Fubu is definitely here to stay. This acknowledges, indeed, that Fubu is ... 'For Us, By Us,'" explained publicist Rudy [illegible].



**HOTSHOT** businessman Pong Pena de Tagle, Nuvo's main man Louie Ysmael, Pitoe Sibe and Eddie Boy Santos



**ANTON** Mendoza, [illegible], Angelique Villaruel, Mel Lobaccarolo, Tessa Dragon and Pepper Teehankee



**SUPER** handsome Omar Kilabala



**PATRICK** Pablo, Candy de Ocampo and Sigrid Villaard



**FR RIAN** GP Reyes and Bai Eloward Balacuan



**EYECATCHERS** Trish Briones and Jassie Ong



**FUBU** franchise GM Gabby Arcache with hip-hop dancers at the fantastic Prince of Jaipur competition



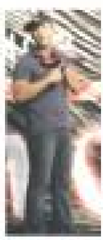
**DINA** Bonger, Jun and Rosi Feliciano and Sonny Lopez



**ADMIRE**, Lafontana of HGDC, Francis Cabardian, Marites Bueno, Boy Uy and Antonio Herbosa of PNB



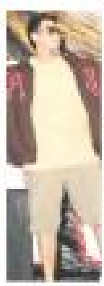
**TEDDY** Crisostomo, Scarlet Ebba, Albert Santiago and Bally Yagada



**LLOYD** Christopher Rosales



**REYNALDO** Kian Cui



**JOHN** Philip Pedregosa



**BUSINESS** heavyweights Mira Quisido, GA division president Delfin Lee, Vice President Nick de Castro, HGDC president brilliant Lorenzo Tan and Mandaluyong Mayor Benhur Abalos



**GA** vice president for marketing Dexter Lee and GA executive vice president Dhokee Lee



**UNIT** owners Rossi and Ross [illegible]

# Trends in cosmetic surgery

### Stem cells

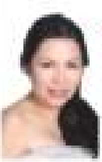
### Lasers

### Laser effects not lasting

## A Jollibee Kids Party to remember for Atasha and Andres with a Jollitown theme







## Gandang Pinay

### Beauty and Health







# Stylish Filipinas model for a cause



# New scents for autumn—heavy, strong, sexy

MAKEOVER 911



Kerry Salas






LIFESTYLE
Contributing Editor Ria Francisco-Prieto

Read it every Monday in the Learning section



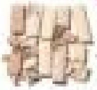




# Go get a free makeover



GET THAT LOOK:



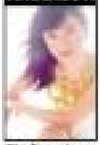


THE BER MONTHS MAY BE cold but Bobbi Brown's New Copper Diamond Collection warms and illuminates your skin while highlighting your assets.

What's great about Bobbi Brown's look is, you don't have to be a [illegible] to be able to do it on yourself.

[illegible]

KNOCKOUT!



Ria Francisco-Prieto

[illegible]

## Lashing out

Speaking of eyes, Make Up Forever will [illegible]

[illegible]



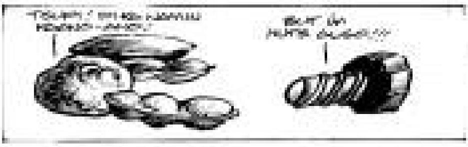
GARFIELD — By Jim Davis



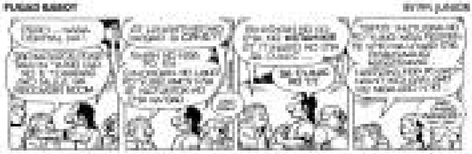
A. LIPIN — By Jess Abrera



TULDOK



PUGAD BABOY — By Pol Medina Jr.



DIVINE COMEDY



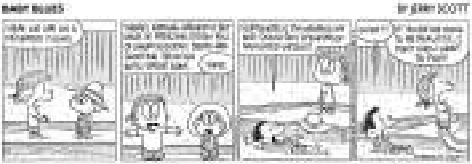
JAMES BOND



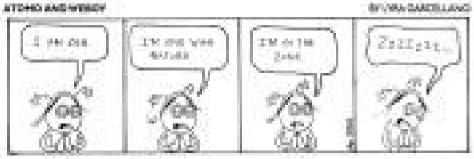
DICK TRACY



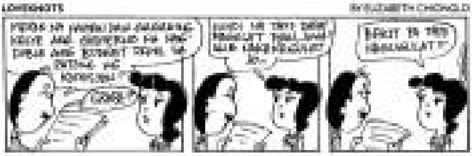
BABY BLUES — By Jerry Scott



ATOMO AND WENDY



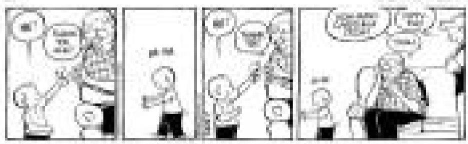
LOVESHOTS — By Elizabeth Chionglo



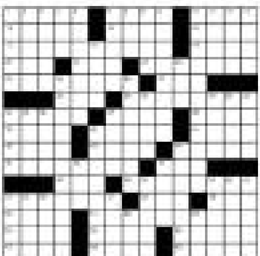
KIKO MACHINE — By Manix Abrera



BEN — By Daniel Shelton

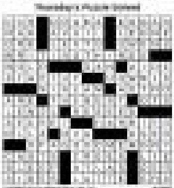


## DAILY CROSSWORD



By Arlan and Linda Bushman Chicago, IL

Yesterday's Puzzle Solved



## HOROSCOPE

BY FRANCIS DRAKE

## CONCEPTIS SUDOKU

Conceptis Sudoku — By Dave Green

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 2 | | | | | | 9 | |
| | | 9 | | 2 | 8 | | | |
| | | | | 1 | | | | 4 |
| 9 | | 3 | | | 6 | | 4 | |
| | | | | | | | | |
| | 7 | | 4 | | | 2 | | 5 |
| 1 | | | | 4 | | | | |
| | | | 6 | 9 | | 3 | | |
| | 8 | | | | | | 7 | |

Difficulty Level ★★★★

### HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9.

Tips and program at www.sudoku.com

Answer to previous puzzle

# Go get a free makeover

From page F1



BY Omari Ereno



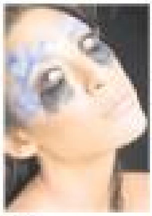
BY PATRICK Alcober



BY JOHN Pagaduan



BY CLAIRE Ereño-Dizkas



BY QUA

They're actually fun and easy to use.

**Go make me over**

Now if you love makeup or getting madeover Mac Ve... has amazing artists that can do it for you. Best of all, for free!

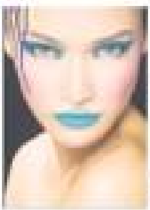
I have a wedding to go to by Tuesday and because I love great deals without having to compromise quality I know where I will be.

I will call as soon as I am done writing this article and book a stylist for me.

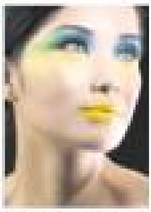
There are some of their work which I hope will be helpful for you in picking who you want to book. Let's all have fun!



MAKE UP Former face lashes



BY JOSA Quintas-Primero



BY DAPHY Castañeda-Olaso



BY BENJIE Arguilla



BY AMOR Cruz









Acer Promotion for Corporate Enduser



Travelmate 6292



Veriton L460

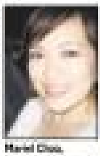


Acer P3150




# Get a healthy body image

## Resist the urge to be mean to yourself



Mariel Chua,

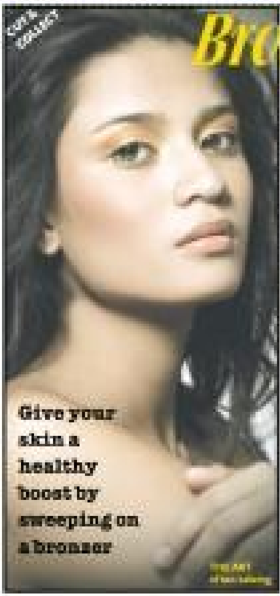


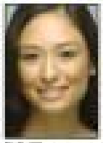
THE PUSSYCAT Dolls flaunt their fab physiques.

# Every woman's atelier




# Bronzed beauty



Kelly Pike,

# ENTERTAINMENT





**AND NOW, A DOCU**

# Coming soon, all-star Pinoy Super Band

By Ramy Plaza
Contributor

APPROACHING RJ BAR ON Jupiter Street in Makati City Monday night seemed like walking down Saville Row in London in January 1969. The familiar "Don't Let Me Down" was playing, and the surprise rooftop concert of the Beatles at the Apple Records building came to mind.




Enhance

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Phone side



Radio speaker side

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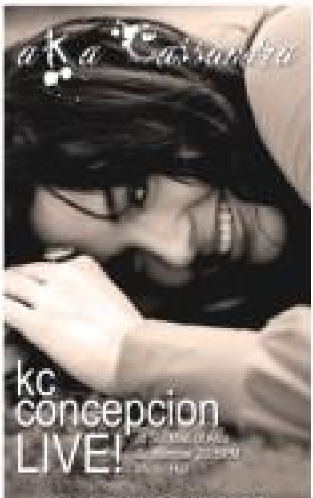
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sun CELLULAR




HAPPENINGS AT MOA

MALL OF ASIA

# 'Pineapple Express' tops UK box office

LONDON—DRUG-ADDLED comedy "Pineapple Express" topped the UK film charts after its opening weekend, keeping the Abba-themed musical "Mamma Mia!" down in second place for yet another week.

The story of how a lazy court clerk witnesses a murder by a crooked cop and a drug baron took 1.37 million pounds, according to Screen International.

Last week's chart-topper, director Guy Ritchie's latest gangster flick "RocknRolla," was down at three.

"The Women," with Meg Ryan and Annette Bening, was new at four with its tale of growing up and bonding while "The Duchess," an 18th century costume drama starring Keira Knightley was down two places at five.

At six, down from four, was "Step Brothers," with Will Ferrell and John C. Reilly, while "Disaster Movie," a comedy spoof, fell from five to seven.

New at eight was "The Boy in the Striped Pyjamas," the tale of the young son of Nazi officer who makes an unlikely new friend at a concentration camp.

"The Strangers," a thriller starring Liv Tyler and Scott Speedman, fell three places to nine while "The Dark Knight" was down three, at 10. Reuters

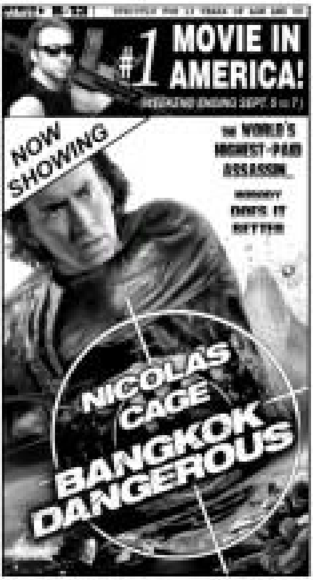


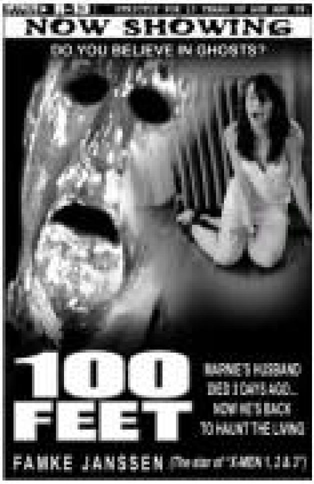



















# SM movietime

CINEMA




## METRO MANILA

### RESERVED SEATS NOW AVAILABLE

IMAX

THE DARK KNIGHT

THE ALPS

DINOSAURS

THE PODIUM

HELLBOY 2: THE GOLDEN ARMY

BANGKOK DANGEROUS

LATE SCREENINGS

CINEMA 1

HELLBOY 2: THE GOLDEN ARMY

## LUZON

SOON TO OPEN

## VISAYAS · MINDANAO

# MOVIEWORLD

## ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

### GALLERIA

1 BANGKOK DANGEROUS
2 BANGKOK DANGEROUS
3 Imbitine: SINEKLASIKO - ROSA ROSAL
4 100 FEET
5 IMAGINE ME and YOU
6 I.T.A.L.Y.
7 BABYLON A.D.
8 RIGHTEOUS KILL
9 FOR THE FIRST TIME
10 DEATH RACE

### ERMITA

1 FOR THE FIRST TIME
2 BANGKOK DANGEROUS
3 BABYLON A.D.
4 I.T.A.L.Y.
5 BANGKOK DANGEROUS
6 RESERVED
7 RESERVED
8 RIGHTEOUS KILL
9 100 FEET

### METRO EAST

1 BANGKOK DANGEROUS
2 ITALY
3 ITALY
4 RIGHTEOUS KILL
5 BABYLON A.D.
6 100 FEET
7 FOR THE FIRST TIME
8 GRAVEDANCERS

### NOVALICHES

1 BANGKOK DANGEROUS
2 ITALY
3 RIGHTEOUS KILL
4 SERBIS

### PIONEER

1 BABYLON A.D.
2 BANGKOK DANGEROUS
3 I.T.A.L.Y.
4 100 FEET



### STA. ROSA

1 ROGUE
2 PERFECT CREATURE
3 I.T.A.L.Y.
4 BANK JOB

### LIPA

1 ITALY
2 DEATH RACE
3 FOR THE FIRST TIME
4 BIG STAN

### DASMARIÑAS

1 PERFECT CREATURE
2 I.T.A.L.Y.
3 BANGKOK DANGEROUS
4 FOR THE FIRST TIME

### IMUS

1 I.T.A.L.Y.
2 RIGHTEOUS KILL
3 BANGKOK DANGEROUS
4 FOR THE FIRST TIME

### ANGELES

1 ITALY
2 BANGKOK DANGEROUS
3 FOR THE FIRST TIME
4 LOST in BEIJING

### STARMILLS

1 ROGUE
2 I.T.A.L.Y.
3 BANGKOK DANGEROUS
4 FOR THE FIRST TIME
5 BABYLON A.D.
6 PROJECT X

### BACOLOD

1 BANGKOK DANGEROUS
2 I.T.A.L.Y.
3 BABYLON A.D.
4 DEATH RACE
5 FOR THE FIRST TIME
6 BOY CULTURE

### ILOILO

1 BABYLON A.D.
2 BANGKOK DANGEROUS
3 I.T.A.L.Y.
4 DEATH RACE
5 FOR THE FIRST TIME
6 PROJECT X



# 5 top reality show hosts to steer Emmys show

They're all nominees in new category, too



TAKE FIVE

## Setting a good example

VIEWFINDER



Nestor U. Torre

"Wonder Mom"

Music icons

"The Peep Show"





## Coming soon, all-star...



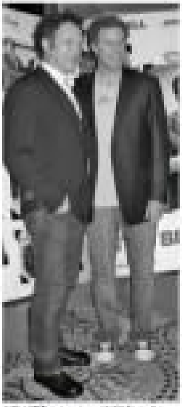
# Award-winning RP director making docu on Arnel and Journey

Only IN Hollywood



Ruben V. Nepales





## ... and Will Ferrell confirms that he's not part-Filipino

# Tom Jones releases 1st US album in years



## Weirdness in the workplace



'Mockumentary'

# Matt Damon, Jimmy Kimmel diss Sarah Palin



EDDIE Garcia

### Senior cover boy

### Never perfect

### Medication




KATE Hudson

### Rock stars mortal, too

### Jennifer Hudson engaged

### Meryl Streep award

### Paul Anka refunds



MADONNA performs in front of an image of singer Britney Spears during her "Sticky and Sweet" tour in Seville, southern Spain, on Sept. 16.







# LIVING Stars

Editor Bronnie R. Velarde

## Books



**PAOLO PARAISO**

I BORROW DENNIS RODMAN'S AUTOBIOGRAphy, "Bad As I Wanna Be" everywhere. This is an old book I recently picked up because I'm curious about Rodman's image as the Bad Boy of Basketball. Reading it, however, I realized that he's not really a bad boy. He is just doing what he feels he should do.





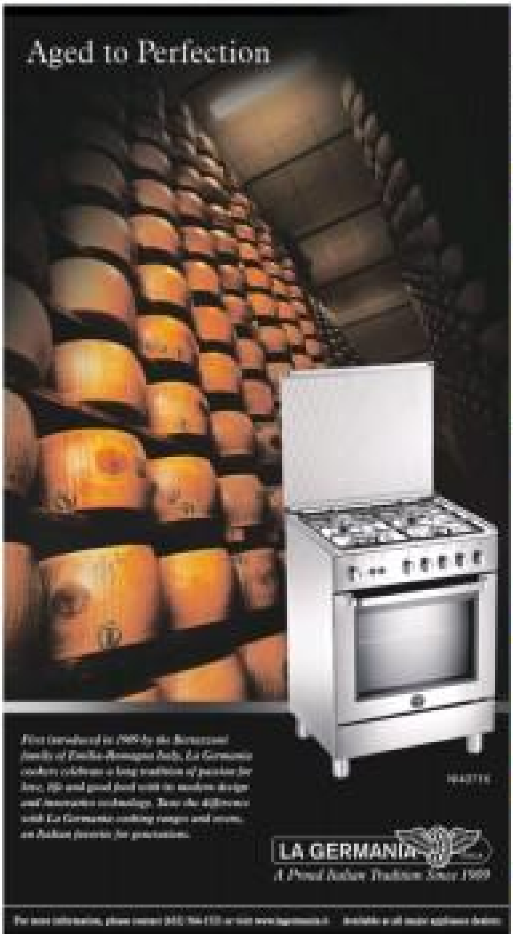

## Overheard

BOY ABUNDA, ON THE NEW SCENT THAT carries his name, Boy Abunda For All Times by Joel Cruz Signatures: "Even pregnant and lactating mothers can wear my perfume. They'd feel sexy and seductive."




## Home Body

REGINE Velasquez takes a break with Living Stars at the start of her busy home.






Stars For Others

# Jolie, Pitt donate $2M to help Ethiopian kids









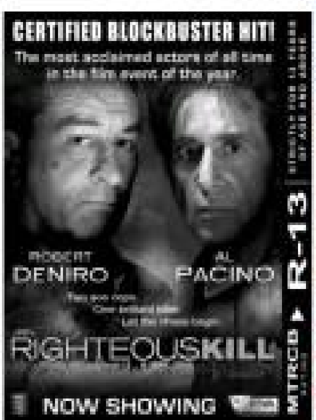


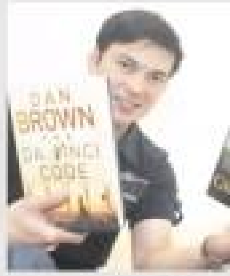











Books

**GABBY CONCEPCION**

# 'Eagle Eye' LA preem, Sept. 16



Red Carpet

MEGAN Fox

ROSARIO Dawson

# 'My Best Friend's Girl' LA preem, Sept. 15





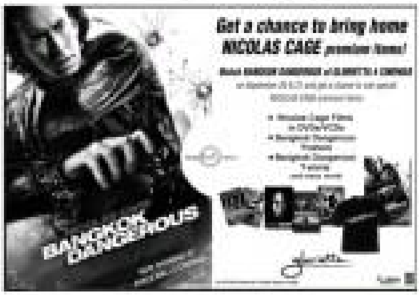














## AT THE CINEMAS

| Cinema | | | | |
|---|---|---|---|---|
| GLORIETTA 1 | 1 100 FEET | 2 BANGKOK DANGEROUS | 3 I.T.A.L.Y. | 4 HELLBOY 2 |
| GLORIETTA 4 | 1 RIGHTEOUS KILL | 2 HELLBOY 2 | 3 BANGKOK DANGEROUS | |
| | 4 STEP BROTHERS | 5 100 FEET | 6 I.T.A.L.Y. | 7 BABYLON A.D. |
| GREENBELT 1 | 1 I.T.A.L.Y. | 2 BANGKOK DANGEROUS | | |
| GREENBELT 3 | 1 HELLBOY 2 | 2 BANGKOK DANGEROUS | | |
| | 3 STEP BROTHERS | 4 100 FEET | 5 RIGHTEOUS KILL | |
| ALABANG TOWN CENTER | 1 BANGKOK DANGEROUS | 2 I.T.A.L.Y. | | |
| | 3 100 FEET | 4 HELLBOY 2 | 5 RIGHTEOUS KILL | |
| AYALA CENTER CEBU | 1 BANGKOK DANGEROUS | 2 RIGHTEOUS KILL | 3 I.T.A.L.Y. | 4 NIM'S ISLAND |
| MARKET! MARKET! | 1 I.T.A.L.Y. | 2 FOR THE FIRST TIME | | |
| | 3 HELLBOY 2 | 4 BANGKOK DANGEROUS | 5 100 FEET | |
| TRINOMA | 1 I.T.A.L.Y. | 2 100 FEET | 3 HELLBOY 2 | 4 RIGHTEOUS KILL |
| | 5 FOR THE FIRST TIME | 6 BABYLON A.D. | 7 BANGKOK DANGEROUS | |

## AT THE MALLS

| Mall | Event |
|---|---|
| Glorietta | DOUBLE MIDNIGHT MADNESS September 13 - 14 |
| Greenbelt | SHOPPING SPREE AT GREENBELT 1 |
| Alabang Town Center | A Limited Engagement: Market Down Designer Labels |
| Ayala Center Cebu | [illegible] |
| Market! Market! | [illegible] |
| Christmas | [illegible] |
| Ayala Museum | [illegible] |
| TriNoma | PHILIPPINE RETAILERS ASSOCIATION JOB FAIR |











# All under one roof








TWENTY-FOUR HOURS are never enough for a busy working mom.





